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PTO/SB/21 (08-00)

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<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence after initial filing)</i>	Application Number	9/248,616
	Filing Date	February 11, 1999
	First Named Inventor	Matthew J. DeAngelis
	Group Art Unit	---
	Examiner Name	---
Total Number of Pages in This Submission	Attorney Docket Number	3775/24

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<b>ENCLOSURES (check all that apply)</b>		
<input type="checkbox"/> Fee Transmittal Form <input checked="" type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Response <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Declaration for Utility or Design Patent Application <input type="checkbox"/> Petition Routing Slip (PTO/SB/69) and Accompanying Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input checked="" type="checkbox"/> Power of Attorney <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): - Revocation and Appointment of New Power of Attorney; - Statement Under 37 CFR 3.73(b); and - Return receipt postcard.
Remarks		<b>Customer No 29858</b>
<b>SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT</b>		
Firm or Individual name	Frederick Yu, Reg. No. 45,251	
Signature		
Date	October 13, 2003	

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3775/24

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Matthew J. DeAngelis  
Serial No. : 09/248,616  
Filed : February 11, 1999  
Title : METHOD AND APPARATUS FOR CUSTOMIZING A  
MARKETING CAMPAIGN SYSTEM USING PLUG-IN  
COMPONENTS

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P.O. Box 1450  
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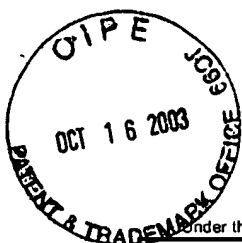
REVOCATION OF AND APPOINTMENT OF NEW POWER OF ATTORNEY

Pursuant to 37 C.F.R. § 1.36, Amdocs Software Systems Ltd., as Assignee of the above-captioned U.S. patent, hereby revokes all prior powers of attorney in the above-captioned patent and hereby appoints Seth H. Ostrow, Reg. No. 37,410; Frank J. DeRosa, Reg. No. 26,543; Pamela G. Maher, Reg. No. 40,712; Leslie Restaino, Reg. No. 38,893; Robert L. Kovelman, Reg. No. 51,897; Robert Bauer, Reg. No. 34,487; Matthew J. Marquardt, Reg. No. 40,997; Frederick Yu, Reg. No. 45,251; Brooke W. Quist, Reg. No. 45,030; Monica Winghart, Reg. No. 46,790; James W. Woods, Reg. No. 47,184; Ivan Posey, Reg. No. 43,865; Antonio Papageorgiou, Reg. No. 54,341 and Samuel Simpson, Reg. No. 53,596 of the firm BROWN RAYSMAN MILLSTEIN FELDER & STEINER, LLP, 900 Third Avenue, New York, New York 10022, (212) 895-2000, with full power of substitution and revocation to prosecute this patent and to transact all business in the Patent and Trademark Office connected therewith.

Please direct all future correspondence in this patent application to:

BROWN RAYSMAN MILLSTEIN FELDER & STEINER, LLP  
900 Third Avenue  
New York, New York 10022  
(212) 895-2000





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**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: Matthew J. DeAngelis  
Application No./Patent No.: 09/248,616 Filed/Issue Date: February 11, 1999  
Entitled: METHOD AND APPARATUS FOR CUSTOMIZING A MARKETING CAMPAIGN SYSTEM...  
Amdocs Software Systems, Ltd., a Ireland Corporation  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or  
2. ☐ an assignee of less than the entire right, title and interest.  
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in the patent application/patent identified above by virtue of either:

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- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: Matthew J. DeAngelis To: Exchange Applications, Inc.  
The document was recorded in the United States Patent and Trademark Office at Reel 9774, Frame 0603, or for which a copy thereof is attached.
2. From: Exchange Applications, Inc. To: Silicon Valley Bank  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
3. From: Silicon Valley Bank To: Amdocs Software Systems, Ltd.  
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☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☒ Copies of assignments or other documents in the chain of title are attached.  
[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

September 17<sup>th</sup> 2003  
Date

BURT PODBERG  
Typed or printed name  
[Signature]  
Signature  
GENERAL MANAGER  
Title